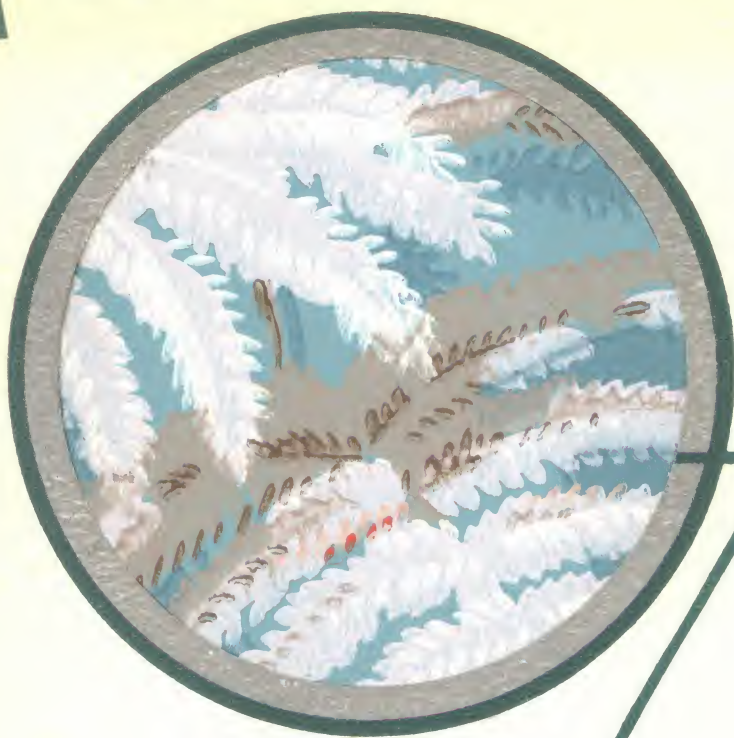


A GUILD



FAMOUS ARTISTS

*has created designs to
give you the latest Style in wall decora-
tions for your home. A complete stock is
carried at your local Sherwin-Williams
store for your convenience.*



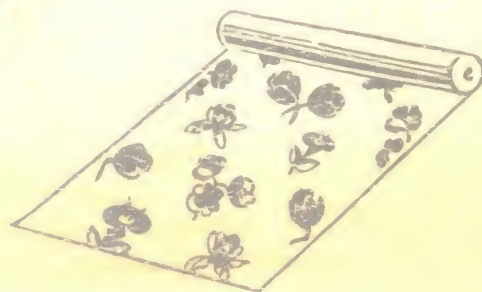
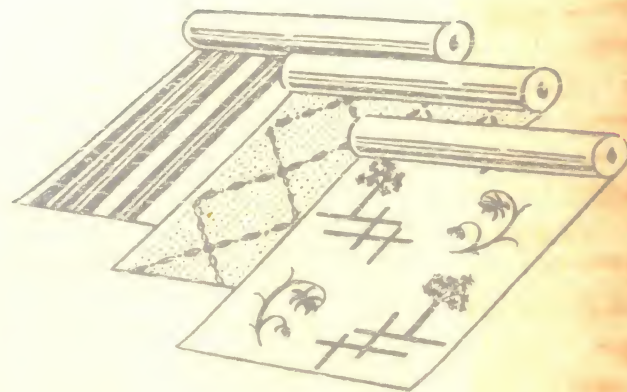
IMPERIAL
Washable
WALLPAPERS

COMBINING BEAUTY AND PRACTICALITY

IMPERIAL
Washable
WALLPAPERS

THE SAMPLES

in this folder illustrate four of the many artist-designed Imperial patterns from which you may select a wallpaper just suited to your needs. All Imperial *Washable* Wallpapers carry the silver label you see above; papers without it are *not* Imperial. Look for the label before you buy.





HY NOT

wash these samples and see for yourself

TAKE some grime—ordinary mud if you like—and smear it over these samples. Wash them—then see how fresh and lovely the colors of Imperial Washable Wallpapers remain. It is as easy to maintain their beauty as it is to select papers that will make your home's decorations a source of pride and satisfaction.

Neither rain through an open window nor leaky roofs, pipes or radiators will harm Imperial Washable Wallpapers. The colors will not run and the stain which is sometimes left, if the water carries some dirt with it, will disappear with washing.

Think what it means to have no worries about fingermarks and other smudges . . . to have guaranteed washability . . . that has been *proven* in millions of homes . . . that has been endorsed by editors of such leading publications as *Good Housekeeping*, *Woman's Home Companion* and *The Delineator*.



NOT ONLY WASH... BUT ARE GUARANTEED NOT TO FADE...

SATISFY YOUR DESIRE

to bring style and new life into your home

BEAUTIFY your rooms! A guild of America's leading designers has created designs just for you, and you will be more than pleased with the decorative effects which are obtained as the result of using the new Imperial *Washable* Wallpapers. No other type of wall decoration will lend to your rooms the individuality which these artist-designed wallpapers confer upon them.

The modern woman who is alert to that which is new and smart in the decoration of her home realizes, as never before, that Imperial *Washable* Wallpapers are the ideal decorations. They lend charm, distinction and personality as a background to any room. They give lasting value. The silver label guarantees both Quality and Style.



THE SHERWIN-WILLIAMS Co.

422 North Main Street

Phone 740 BLOOMINGTON, ILLINOIS





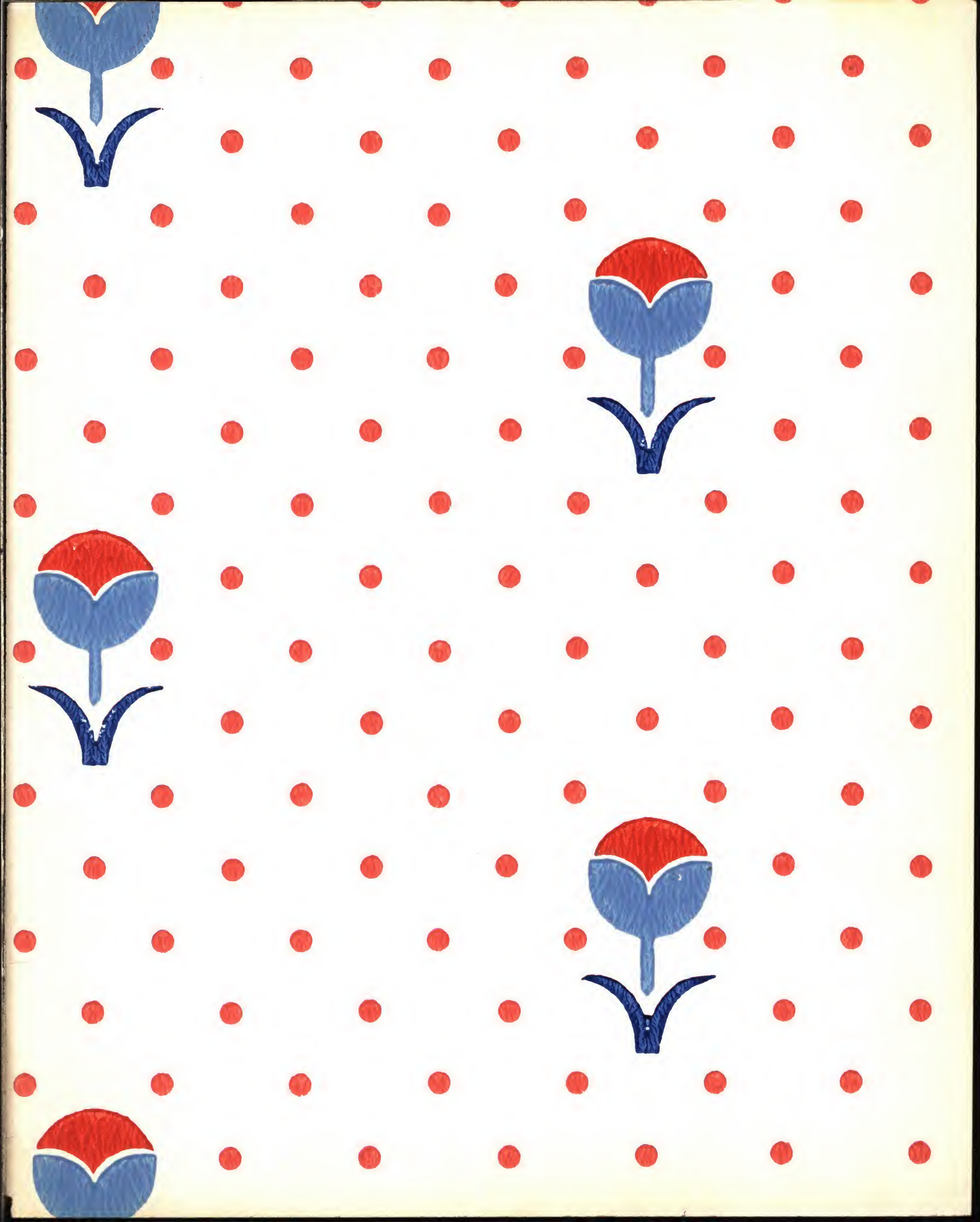


LOUISIANA

IMPERIAL *Washable* WALLPAPER

S-W Pattern No. S 313 D

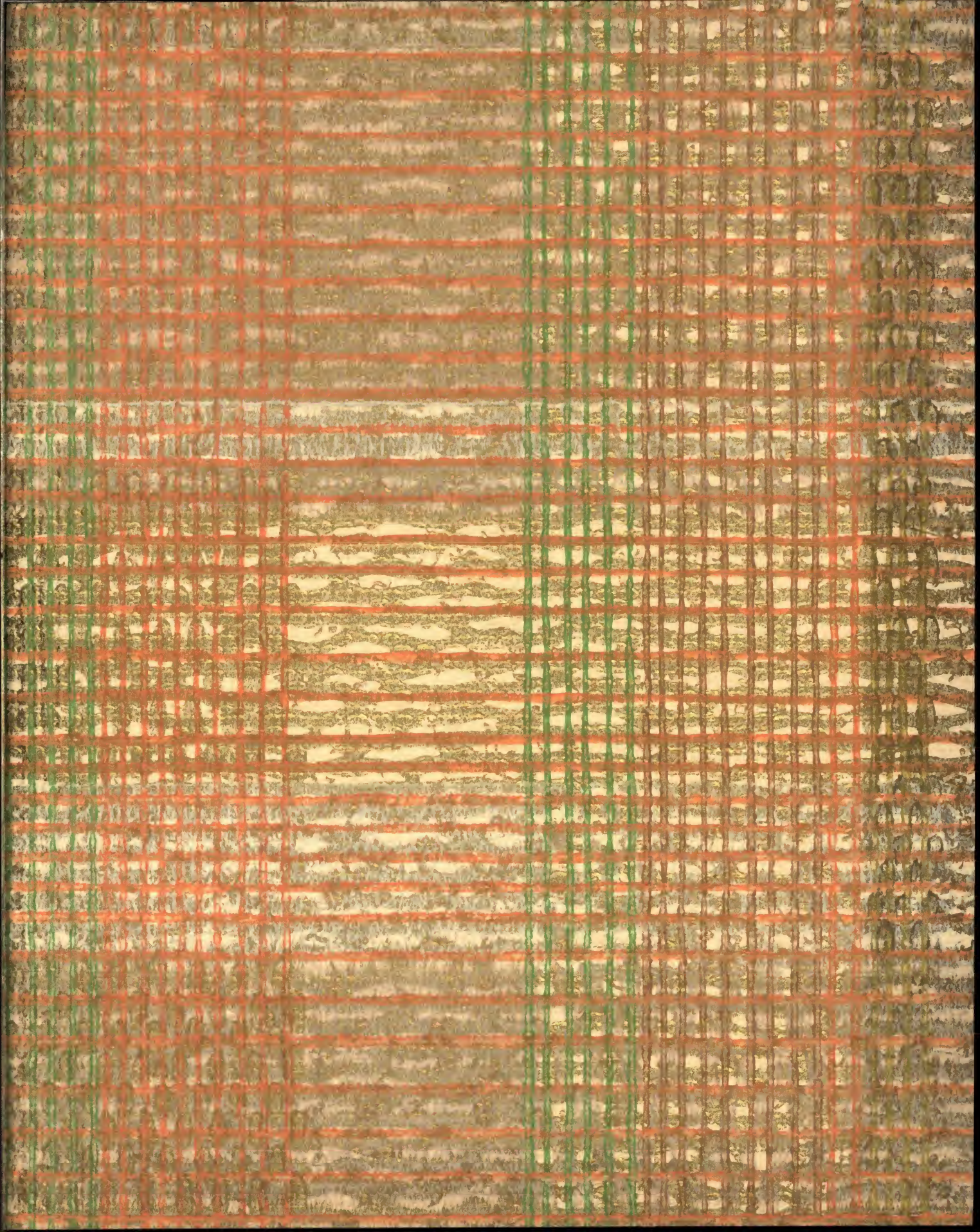
Characterized by a feeling of elegance this luxuriant floral pattern will contribute distinction to living room, hall or dining room. The formality of the design is enriched by exquisite colorings which will always be retained as Imperial Washable Wallpapers are truly washable and will not fade.



PUFF BALL
IMPERIAL *Washable* **WALLPAPER**

S-W Pattern No. S 131 D

Perky little posies, fresh as the morning dew, bloom on a polka dotted
ground and bring gaiety and crispness to kitchens or breakfast
rooms. Not only decorative but practical too, for Imperial Washable
Wallpapers are fast to light and can be washed.



HOMESPUN PLAID
IMPERIAL *Washable* WALLPAPER

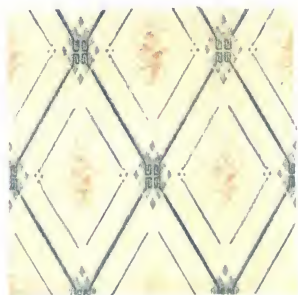
S-W Pattern No. S 301 D

With an interesting textured background and pleasantly subdued colorings this wallpaper possesses great adaptability. Excellent for a man's room, study, den or living room—it is practicable as are all Imperial Washable Wallpapers.

FINEST WALLPAPERS

THAT COST NO MORE

» The best in washable and fast-to-light wallpapers need not cost you more than ordinary wallpaper. In our Store, complete stocks of wallpapers to meet your every need and fancy are available at costs comparable to the prices charged for ordinary wallpaper.



Cheerful Patterns in Dainty Designs

AND NO NEED TO WORRY ABOUT COLORS FADING

» Your bedroom, too, can be dainty, beautiful and full of cheerful sunshine if you select one of the many new wallpaper designs offered in our Store. And there is no need to worry about the possible fading of delicately-toned wallpaper—because the Sherwin-Williams select line of wallpapers is fast-to-light and washable, too. And another advantage is the moderate cost of these wallpapers—so economical that there is reason to plan on doing more than one room at a time.

Come to our store for information about Sherwin-Williams Products.



A Gracious Wallpaper that "Fits In"

EVEN THE COST FITS YOUR POCKETBOOK

» It is easy to rejuvenate your home with the many charming designs in our Wallpaper Department. A large variety are creations of nationally-known decorative artists. The fresh, distinctive patterns have a remarkable degree of decorative appeal because they possess just the right combination of colors to attract and satisfy the eye at once, forming a blended background that brings out the best in your room furnishings. They are washable and fade-proof—yet they cost no more than ordinary papers.

Come to our store for information about Sherwin-Williams Products.

WASHABLE WALLPAPERS

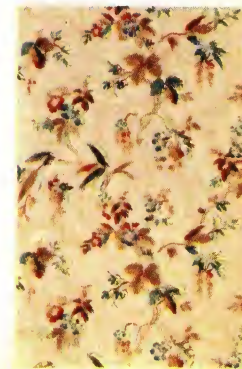
FOR THE ENTIRE HOME

» The Sherwin-Williams select line of washable wallpaper is truly "washable". Soap and water can be generously used to remove dirt without harming the paper. Our Store will be glad to demonstrate this for you. Then try this out on ordinary wallpaper.



WALL SIZE

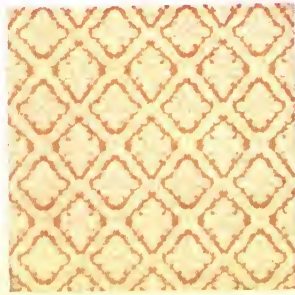
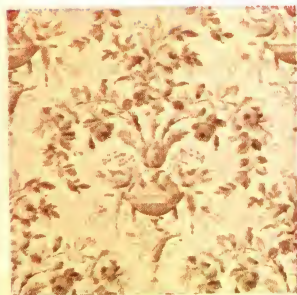
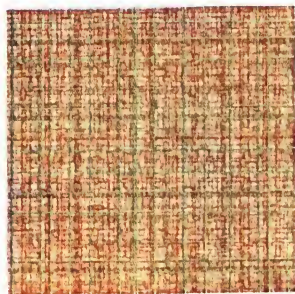
•
When papering directly over bare plaster prepare your walls first with S-W Wall Size.



ORIGINAL NEW MODERN

WALLPAPER CREATIONS

» Every year internationally-famous artists are secured to create the original new wallpaper patterns. Our choice of wallpapers is made from the cream of production; therefore you are always assured that a selection from Sherwin-Williams will retain its beauty and color long after ordinary types are gone.



Enchanting Dining Room Wallpaper

CREATED WITH WASHABLE PAPERS

» No longer need you hesitate about satisfying your desire for gay, cheerful colors that are light and happy in tone. Just select a fast-to-light and washable paper from the complete stock in our Store. Our selection of dining room wallpapers—that are smart-looking and unique in design, and also new, fascinating patterns for every room in the house, offer to you the finest collection of wallpapers created this year by nationally-known artists. And the low prices on these select patterns will delight you.

Come to our store for information about Sherwin-Williams Products.



The Modern Wallpaper for the Kitchen

WITH COLORS THAT ARE FAST-TO-LIGHT

» First of all a cheerful and colorful kitchen. And then one that is easy to keep so. No longer need you hesitate in selecting a bright, cheerful wallpaper because it may soil easily or the colors may fade. No matter what type of kitchen—whether a coal, gas or electric stove is used—just select one of our washable and fast-to-light papers—that clean so easily by washing with soap and water. And the cost for this modern, new-style wallpaper is no more than ordinary wallpaper.

Come to our store for information about Sherwin-Williams Products.

FAST-TO-LIGHT PAPERS

KEEP THEIR FRESHNESS

» The colors used in Sherwin-Williams select line of wallpapers are fast-to-light. They retain their original color "freshness" for the longest possible time. And the paper stock, too, does not yellow with age. How different from ordinary wallpapers!



**WALLPAPER
PASTE**

•
Good paper hang-
ers recommend
S-W Wallpaper
Paste. One pound
takes care of the
average room.

